



St. PETER'S UNIVERSITY

St. Peter's Institute of Higher Education and Research

(Declared Under Section 3 of the UGC Act, 1956)

AVADI, CHENNAI – 600 054

TAMIL NADU

M.Sc. (VISUAL COMMUNICATION)

Code No. - 430

(Effective From 2009 – 2010)

(Distance Education)

Regulations and Syllabi

(I to IV Semester)

St. PETER'S INSTITUTE OF DISTANCE EDUCATION

Recognized by Distance Education Council and

Joint Committee of UGC – AICTE - DEC, New Delhi

(Ref. F. No. DEC/SPU/CHN/TN/Recog/09/14 dated 02.04.2009 and

Ref.F.No.DEC/Recog/2009/3169 dated 09.09.2009)

St. PETER'S UNIVERSITY
St. PETER'S INSTITUTE OF DISTANCE EDUCATION
Chennai – 600 054.

Code No. – 430
M.Sc. (VISUAL COMMUNICATION)
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Regulations and Syllabi
(Effective from 2009 – 2010)

- 1. Eligibility:** A Candidate who has passed any Degree Examination of this University or an examination of some other University accepted as equivalent thereto, are eligible for Admission to Two Year M.Sc. Programme in Visual Communication.
- 2. Duration:** Two Years.
- 3. Medium:** English is the medium of instruction and examination.
- 4. Methodology:** The methodology of distance education includes the supply of self-instructional study materials in print format and in CD, face-to-face instruction for theory and practicals for a limited period during week ends and on holidays, provision of virtual class in phased manner, dissemination of information over e-mail, Student - Support Service at various Centers of the University, Continuous Assessment and End Assessment conducted by the University at various parts of India.
- 5. Weightage for Continuous and End Assessment:** There is no Weightage for Continuous Assessment (CA) unless the ratio is specifically mentioned in the scheme of Examinations. The End Assessment (EA) has 100% weightage.
- 6. Credit System:** Credit system be followed with 36 credits for each Year and each credit is equivalent to 25 hours of effective study provided in the Time Table of the formal system.

7. Scheme of Examinations

First Semester

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
109PVCT01	Introduction to Human Communication	2	100	100
109PVCT02	Elective I:Media Aesthetics	2	100	100
109PVCT03	Elective II: Indian Cinema	2	100	100
109PVCP01	Computer Graphics & Animation -1(3D Max, Maya) Record	4	90 10	100
109PVCP02	Visualization & Storyboard Record	4	90 10	100
109PVCP03	Principles of Animation Record	4	90 10	100
Total		18	600	600

Second Semester

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
209PVCT01	Film Language	3	100	100
209PVCT02	Story Development & Scriptwriting	4	100	100
209PVCT03	Elective III: Visual Culture in India.	2	100	100
209PVCT04	Elective IV: World Cinema	2	100	100
209PVCP01	Character Animation & Camera Techniques Record	3	90 10	100
209PVCP02	Computer Graphics & animation -II Designing with Maya Record	4	90 10	100
Total		18	600	600

Third Semester

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
309PVCT01	Visual Research Methods	4	100	100
309PVCT02	Elective V: Entertainment & Society	3	100	100
309PVCT03	Elective VI: Film Analysis & Criticism	4	100	100
309PVCP01	Practical-I: Special Visual Effects Record	3	90 10	100
309PVCP02	Practical-II: Video Editing Record	4	90 10	100
Total		18	500	500

Fourth Semester

Code No.	Course Title	Credit	Marks	
			EA	Total
Theory				
409PVCT01	Project Management	4	100	100
409PVCT02	Gaming & Game Design	2	100	100
409PVCP01	Practical-I: Computer Graphics & Animation III Record	3	90 10	100
409PVCP02	Practical-II: Sound Recording & Editing Record	3	90 10	100
409PVCP03	Project : Specialization Record	3	90 10	100
409PVCP04	Research Project Work Record	3	90 10	100
Total		18	600	600

8. Passing Requirements: The minimum pass mark (raw Score) be 50% in End Assessment.

9. Grading System: Grading System on a 10 Point Scale be followed with 1 mark = 0.1 and the conversion of the Grade Point as given below.

$$\begin{aligned} \text{Overall Grade Point Average (OGPA)} &= \frac{\text{Sum of Weighted Grade Points}}{\text{Total Credits}} \\ &= \frac{\sum (EA)C}{\sum C} \end{aligned}$$

10. The Overall Grade: The Overall Grade and Classification of all successful candidates be arrived at from the Overall Grade Point Average as stipulated in the following conversion Table.

Grade	Over all Grade Point Average(OGPA)	Over all weighted Average marks	Classification
0	9.0 to 10.0	90 to 100	First Class
A	8.0 to 8.9	80 to 89	First Class
B	7.0 to 7.9	70 to 79	First Class
C	6.0 to 6.9	60 to 69	First Class
D	5.0 to 5.9	50 to 59	Second Class
F	0.0 to 4.9	0 to 49	Fail

The Grade Sheets of successful candidates provide particulars such as (1) Overall weighted Average Marks and (2) Overall Grade.

11. Pattern the Question Paper: The question paper for the End Assessment will be set for three hours and for a maximum of 100 marks with following divisions and details.

Part A: 10 questions (with equal distribution to all the units in the syllabus). Each question carries 2 marks.

Part B: 5 questions with either or type (with equal Distribution to all the units in the syllabus). Each question carries 16 marks.

The total marks scored by the candidates will be calculated to the maximum prescribed in the Regulations.

12. Syllabus

109PVCT01: INTRODUCTION TO HUMAN COMMUNICATION

- Unit 1:** Nature and Scope of human communication
- Unit 2:** Theories of Interpersonal Communication
- Unit 3:** Theories of Persuasion (Elaboration Likelihood Model, Cognitive Dissonance)
- Unit 4:** Public Communication (Rhetoric Model), Models of Mass Communication
- Unit 5:** Visual Persuasion-Semiotic Approach (Sign, Meaning, Iconography)

ELECTIVE SUBJECT - I

109PVCT02: MEDIA AESTHETICS

- Unit 1:** Principles of design and applied media aesthetics, contextualization and perception
- Unit 2:** Structuring Light and Lighting
- Unit 3:** Structuring color, functions, compositions and feel
- Unit 4:** Structuring space-area and frames, depth and volume
- Unit 5:** Study of two and three dimensional space and its visual Possibilities

ELECTIVE SUBJECT – II

109PVCT03: INDIAN CINEMA

- Unit 1:** Early Cinema-Indian Cinema Beginning to Independence
- Unit 2:** Post Independence Era—1970s-Regional, Parallel Cinema
- Unit 3:** European, Asian and Latin American Cinema-Directors
- Unit 4:** Indian Films-Decades 1980s, 1990s
- Unit 5:** Contemporary Indian Cinema-Directors

109PVCP01: COMPUTER GRAPHICS & ANIMATION IN (3D MAX, MAYA)

- Unit 1:** Basics of computer graphics, key concepts/terminologies
- Unit 2:** Introduction to 3dsmax, Interface and Viewpoints-Maya Interface
- Unit 3:** Objects, Materials, Reflections/Refractions Bump, maps, UVW mapping, unwrapping
- Unit 4:** Traditional lighting techniques in depth, Different types of lights and their purpose
- Unit 5:** Photometric Lights and Shadow, Interior and exterior rendering, Hyper-shade
- Unit 6:** Modeling, Patch& NURBS, Polygon, Units and bitmap reference, Box/Spline Modeling

109PVCP02: VISUALIZATION & STORYBOARD

- Unit 1:** Drawing Terminology-Tools and Basic Techniques-Ideation & Creativity
- Unit 2:** Storyboard, Characterization, Shots, Layouts, Composition and Staging
- Unit 3:** Point of View, Horizons, Perspectives, Vanishing Point, Foreshortening, Plane
- Unit 4:** Figure Composition, Frame, Light and Shade Logics
- Unit 5:** Storyboard Tips and Techniques—Animatics

109PVCP03: PRINCIPLES OF ANIMATION

- Unit 1:** Key Poses, Breakdowns, In-between Counts, charts, slow-in-out
- Unit 2:** Extreme Position, Arcs, Path of Action, Holds-Timing
- Unit 3:** Emphasis, Anticipation, Flexibility, Weighted/Flow Joint Movement
- Unit 4:** Action Generic Walks/Cycle, Runs/Cycles, Overlapping Action
- Unit 5:** Personality, Expression, Eyes, Silhouetting, Dialogue, Laughter, Takes

SECOND SEMESTER

209PVCT01: FILM LANGUAGE

- Unit 1:** Film Language as a visual communication system
- Unit 2:** Basic elements and tools (Scene, shots, movement, distance,), Camera Movements
- Unit 3:** Editing-Triangle Principles (Timing, Montage) visual punctuation, transition,
- Unit 4:** Signs, Syntax, Montage Codes, Framed Images, Diachronic Shots, Scene motion
- Unit 5:** Guidelines and Rules of Filming (staging), dialogue, matching, glances.

209PVCT02: STORY DEVELOPMENT & SCRIPTING

- Unit 1:** Story Problems-Terminology of Story Design, Ideation-Originality-Creativity
- Unit 2:** Elements of Story (Structure, Genre, Character, Meaning, Hero's Journey)
- Unit 3:** Principles of Story Design (Acts, Scene Design, Composition)
- Unit 4:** Scriptwriting Tools and Techniques, Formats- Dialogue Writing, Action-Description
- Unit 5:** Script Analysis-Exercises, Drills, Case Studies

ELECTIVE SUBJECT - III

209PVCT03: VISUAL CULTURE IN INDIA

- Unit 1:** Visual Culture in India-Cultural Studies Approach-Images, Ideology, Representation
- Unit 2:** Film Culture (Celebrity/Hero-worship/Gender/Politics)
- Unit 3:** Popular Culture in India, Folk Media and Narratives
- Unit 4:** Cartoon and Comic Traditions in India.
- Unit 5:** Contemporary Visual Culture/Urban Culture

ELECTIVE SUBJECT - IV

209PVCT04: WORLD CINEMA

- Unit 1:** Early Cinema-World-Indian Beginning to World War
- Unit 2:** Post-War Films- Hollywood Cinema
- Unit 3:** European Films and Film Makers
- Unit 4:** Asian and Latin American Cinema-Directors
- Unit 5:** Contemporary Cinema (Korean)

209PVCP01: CHARACTER ANIMATION & CAMERA TECHNIQUES (USING MAYA, 3D MAX)

- Unit 1:** Character Design, Personality, Character Modeling (Shape, Proposition, Head Heights)
- Unit 2:** Rigging and IK systems, Skeletons Constraints, Key-frame, Curves, Editors,
- Unit 3:** Skinning & Character Sets, Deformations & Animation Effects (Morphing)
- Unit 4:** Types of camera, Camera matching animation, Setup, Settings, Angles/Motion
- Unit 5:** Material Baking and Renderings, Videography Techniques for CG (Blue Matte etc.)

209PVCP02: COMPUTER GRAPHICS & ANIMATION II DESIGNING WITH MAYA

- Unit 1:** Principles of Movement Dynamics and particles, Types of particles and Space warps
- Unit 2:** Rigid-body and soft-body dynamics Particle creations and settings
- Unit 3:** 2D and 3D Paint effects, Atmospheric effects, Fluid effects pre- build effects
- Unit 4:** Emitters, Fields and Collisions, Environmental Modeling
- Unit 5:** Hair, Cloth- Maya, Maya Fur and Hair, Maya nCloth, Scripting (MEL)

THIRD SEMESTER

309PVCT01: VISUAL RESEARCH METHODS

- Unit 1:** Research Process, Design, Basic Terminology, Applications
- Unit 2:** Content Analysis of Visual Images-Measurement and Coding
- Unit 3:** Social Semiotic Approach to Visual Analysis-Meaning Categorization
- Unit 4:** Audience Survey, Reception Analysis
- Unit 5:** Researching for Story.

309PVCT02: ELECTIVE V – ENTERTAINMENT & SOCIETY

- Unit 1:** Entertainment Definition-Characteristics of Mass Mediated Entertainment
- Unit 2:** Pleasure Principle, Narrative Theory, Dramatic Theory
- Unit 3:** Understanding Entertainment Audiences
- Unit 4:** Media Effects (Cultivation/Cultural Effects), News as Entertainment
- Unit 5:** Business of Entertainment—Markets, Trends, Regulations, Interactive Media

309PVCT03: ELECTIVE VI – FILM ANALYSIS & CRITICISMS

- Unit 1:** Film as Art and Mass Communication
- Unit 2:** Early Film Theories, Structuralisms, Expressionism
- Unit 3:** Cinema Vetier Realism, Neo-Realism, Critical Marxist Approaches
- Unit 4:** Post-modern approaches, Feminist Approaches
- Unit 5:** Contemporary Cinema, Digital Cinema & Aesthetics

309PVCP01: SPECIAL VISUAL EFFECTS (PRACTICAL) (USING TOOLS LIKE COMBUSTION)

- Unit 1:** Compositing-principles and pipelines, integration with compositing software
- Unit 2:** Paint, Particles Creating simple composites Matte Paintings, Animatronics, Sets, Etc
- Unit 3:** Pre-Production and Post-Production, Keying and Color correction
- Unit 4:** VFX and its Constitutes, Techniques of Compositing-Exercises
- Unit 5:** Compositing Techniques, Finishing Tools and Techniques

309PVCP02: VIDEO EDITING (PRACTICAL) (FCP, AVID or ADOBE PREMIER)

- Unit 1:** Basic Editing Principles & Techniques
- Unit 2:** Clipping, cutting, moving video clips & images, Fine tuning
- Unit 3:** Transitions and Effects
- Unit 4:** Non-linear Editing Software Interface and Functionalities
- Unit 5:** Exercises and Practice- Editing Problems/Solutions

FOURTH SEMESTER

409PVCT01: PROJECT MANAGEMENT

- Unit 1:** Market-Industries, Applications (Movies, Television, Web, Education)
- Unit 2:** Project Management-Stages and Process-(Progress Charts etc.)
- Unit 3:** Team/ Talent Management –Roles/Responsibilities, Work Flow-Piping
- Unit 4:** Scheduling, Time Management, Delivery, Distribution, Contingency Plan
- Unit 5:** Project Finance and Budgeting, Licensing, Copyright, Contracts Ownership

409PVCT02: ELECTIVE VII – GAMING & GAME DESIGN

- Unit 1:** Gaming History, Models of Games
- Unit 2:** Social and Cultural implications of games
- Unit 3:** Game design-Structure-Storytelling- Interactivity-Difficulty Level
- Unit 4:** Techniques, Stages and Process of Design- Game Scripting/Writing
- Unit 5:** Mobile Gaming, On-line Gamig-Social Games.

409PVCP01: COMPUTER GRAPHICS & ANIMATION III (PRACTICAL) (ADVANCED TECHNIQUES/PORTFOLIO/PROJECT)

- Unit 1:** Finishing Tools, Special Effects, Scripting
- Unit 2:** Advanced Tips and Techniques with Maya/3D Max/Combustion
- Unit 3:** Basic Animated Character, Movements shots (walk, run etc,) Logos/Titles
- Unit 4:** TV Commercial/Promotions, Public Service Announcements
- Unit 5:** Short Animation Film, Information-Educational Programs

409PVCP02: SOUND RECORDING & EDITING (PRACTICAL) (SOUND FORGE, PRO-TOOLS)

- Unit 1:** Sound Recording—Basic Tools and Techniques for Animation
- Unit 2:** Voice-Over-Dialogue-Non Voice-Music Track
- Unit 3:** Sound Editing- -Dialogue and Lip syc.
- Unit 4:** Editing Software Interface and Functionalities
- Unit 5:** Exercises and Practice, Sound Effects for Animation

409PVCP03: SPECIALIZATION (PROJECT)

1. Advanced Techniques in 3D Max and Maya
2. Audio and Video Editing Software
3. Advanced Effects/Finishing Tools

409PVCP04: RESEARCH PROJECT WORK